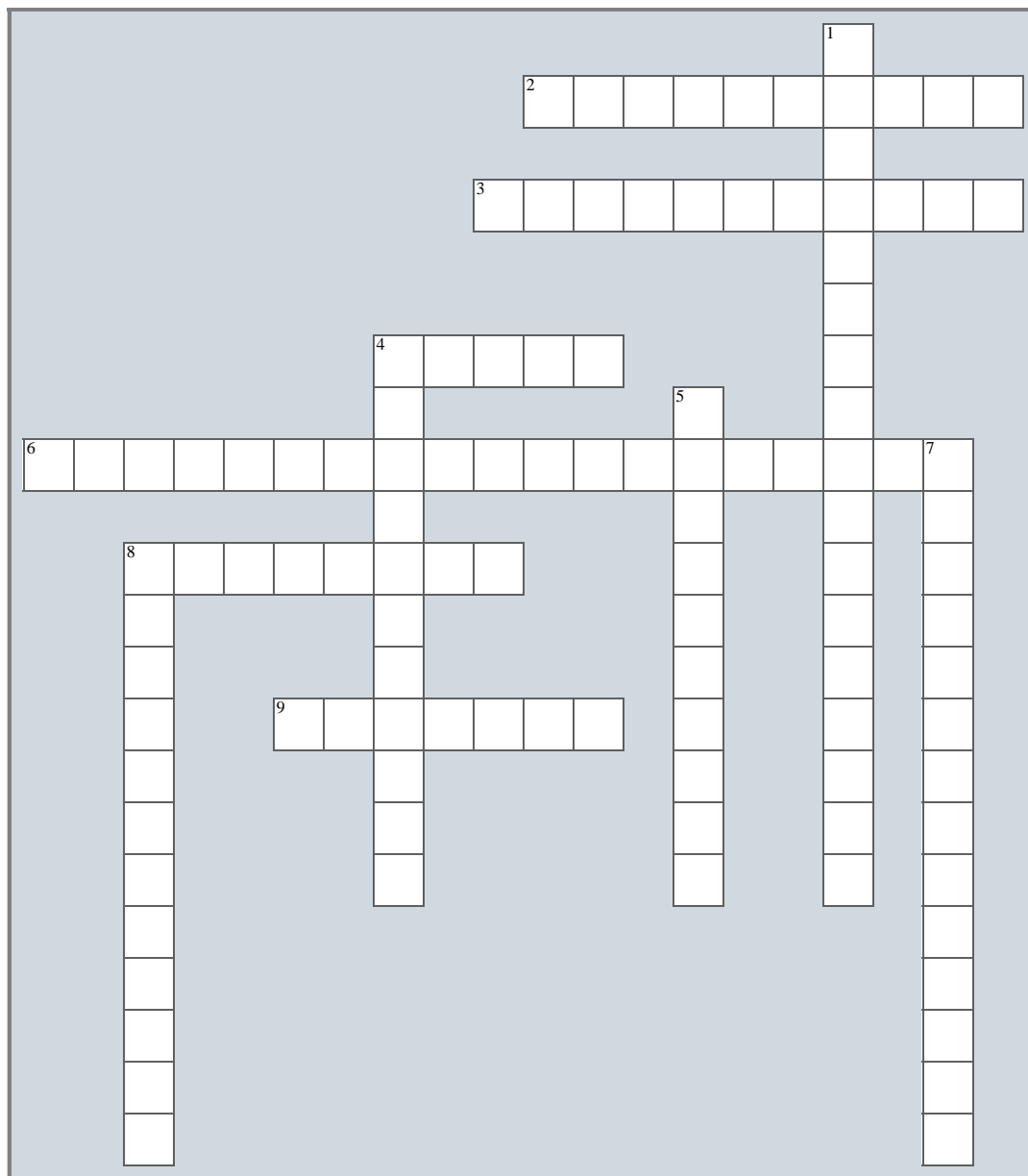


Elements of Effective Health Communication



Across

2. Provided when the audience is most receptive to or in need of it.
3. Remains uniform and verifiable over time
4. Available to the broadest number of people
6. Sensitive to different ethnic, racial, linguistic, educational and disability groups. (two words)
8. Free from errors and cited correctly
9. Presents the benefits and risks of potential actions

Down

1. Reading or language level and format are appropriate for the specific audience.
5. Credible and kept up-to-date
7. Duplicated over time
7. Refers to reviewed scientific proof (two words)
8. Easily accessible to visitors to the website